Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Cancelled).

2. (Previously Presented) A content data processing system according to claim 12, further comprising an application accept module for receiving the applicant information on the attributes of the applicants, and accepting the applications for the prize information.

Claims 3-7: (Cancelled).

8. (Previously Presented) A content data processing method according to claim 13, further comprising a step of receiving the applicant information on the attributes of the applicants and accepting the applications for the prize information via an application accept module.

Claims 9-11: (Cancelled).

12. (Currently Amended) A content data processing system that initiates contact with prospective customers by displaying a selectable image or other advertisement, said system comprising:

a notice control module for controlling a notice of prize information;

a registration control module for registering, as applicant information, attributes of applicants who applied for the prize information;

an applicant information storage module for storing said applicant information;

an article information acquiring module for acquiring in a state that said applicant information contains at least individual data and favorite car information as an attribute for representing a relation between a car as a commercial article in a predetermined category and said applicant, the car related information is the article information on the commercial article in the predetermined category acquired from information sites;

wherein predetermined information sites store commercial article information in a predetermined external storage that the article information acquiring module accesses to acquire the commercial article information;

a first content data creating module for creating content data in a coincidence of a condition between the car related information acquired by the article information acquiring module, and the individual data and the favorite car information as the attribute of the applicant in the applicant information stored;

a transmitting module for transmitting the content data created to a terminal device used by the corresponding applicant; and

a second content data creating module for creating other sets of content data corresponding to the applicant information,

wherein, for each applicant, a transmitting destination file is created for combinations of the attributes, an e-mail address for said applicant is registered in said transmitting destination file, and said first content data creating module delivers said content data by e-mail to said e-mail address, and

wherein the content data contains a piece of information for accessing said other sets of content data, the piece of information for accessing said other sets of content data contains identification data of the applicant, and the identification data is integrated with the piece of information.

13. (Currently Amended) A content data processing method that initiates contact with prospective customers by displaying a selectable image or other advertisement, said method comprising:

a step of processing information input into a notice control module and controlling a notice of prize information output from the notice control module;

a step of registering applicant information input into a registration control module, said applicant information including attributes of applicants who applied for the prize information;

a step of acquiring commercial article information by the article information acquiring module periodically accessing predetermined information sites;

a step of processing information input into an article information acquiring module and acquiring in a state that said applicant information contains at least individual data and favorite car information as an attribute for representing a relation between a car as a commercial article in a predetermined category and said applicant, the car related information is the article information on the commercial article in the predetermined category acquired from information sites;

a step of processing information input into said first content data creating module and creating content data in a coincidence of a condition between the car related information acquired by the article information acquiring module, and the individual data and the favorite car information as the attribute of the applicant in the applicant information stored in an applicant information storage module;

a step of transmitting the content data from said first content data creating module to a terminal device used by the corresponding applicant via a transmitting module; and

a step of processing information input into a second content data creating module and creating other sets of content data corresponding to the application information;

wherein said step of transmitting said content data comprises:

creating a transmitting destination file for combinations of said applicant attributes in said applicant information;

registering said applicant's e-mail address in said transmitting destination file; and

delivering said content data by e-mail to said applicant's e-mail address,

wherein the content data contains a piece of information for accessing said other sets of content data, the piece of information for accessing other sets of content data contains identification data of the applicant and identification data is integrated with the piece of information.

14. (New) The content data processing method of claim 13 further comprising the step of manually inputting commercial article information into the article information acquiring module.

15. (New) A content data processing system that initiates contact with prospective customers by displaying a selectable image or other advertisement, said system comprising:

a server;

a database;

a common gateway interface that controls the interface between the server and the database;

a plurality of communications devices; and

a communications network enabling transmitting and receiving data between the server and the plurality of communications devices;

the server comprising:

a notice control module for controlling a notice of prize information;

a registration control module for registering, as applicant information, attributes of applicants who applied for the prize information;

an applicant information storage module for storing said applicant information in the database; wherein the applicant information includes an attribute that represents a relation between a commercial article in a predetermined category and the applicant;

an article information acquiring module for acquiring information related to the commercial article represented by the attribute in the applicant information from information sites;

wherein the commercial article information is sent by the information site to a predetermined mail address to the article information acquiring module

a first content data creating module for creating content data in a coincidence of a condition between the commercial article information acquired by the article information acquiring module and the attribute in the applicant information stored in the database;

a transmitting module for transmitting the content data created to a terminal device used by the corresponding applicant; and

a second content data creating module for creating other sets of content data corresponding to one or more attributes in the applicant information,

wherein, for each applicant, a transmitting destination file is created for combinations of the attributes, an e-mail address for said applicant is registered in said transmitting destination file, and said first content data creating module delivers said content data by e-mail to said e-mail address, and

wherein the content data contains a piece of information for accessing said other sets of content data, the piece of information for accessing said other sets of content data contains identification data of the applicant, and the identification data is integrated with the piece of information.

16. (New) The content data processing system of claim 15 wherein the common gateway interface registers applicant information in the database.

17. (New) The content data processing system of claim 15 wherein the common gateway interface sends content data to the server after registration of an applicant or a search process.